IN THE CLAIMS:

1. (Currently Amended) A plasma display ~~panel~~ device comprising:

a panel unit having a first electrode, a second electrode, and a third electrode, the third electrode intersecting the first and second electrodes to define a discharge cell; and

a drive unit ~~that drives~~ for driving the panel ~~unit using a drive method having~~ with a write period and a sustain period, [[by]] and during the sustain period, applying~~, in the sustain period, a voltage to the third electrode and a voltage to the~~ a voltage of predetermined duration to the first electrode, [[and]] second electrode and third electrode, so as to generate a sustain discharge between the first and second electrodes in the sustain period~~, and~~

~~the drive unit changing potential of the third electrode during the sustain discharge~~ the voltage applied to the third electrode changing in potential within the duration of the voltage applied to the first electrode.

2. (Currently Amended) The plasma display panel device of claim 1, wherein the change in the potential of the third electrode ~~during the sustain discharge~~ is a decrease from a potential V1 to a potential V2.

3. (Currently Amended) The plasma display panel device of claim 2, wherein the drive unit increases the potential of the third electrode from a potential V0 to the potential V1 ~~in the sustain period~~.

4. (Original) The plasma display panel device of claim 3, wherein the potentials V0 and V2 are equal.

5. (Previously Presented) The plasma display panel device of claim 3, wherein the potentials V0 and V2 are set in a range that will not cause discharge to occur between the third electrode and the first electrode or second electrode.

6. (Currently Amended) The plasma display panel device of claim 1, wherein

a waveform of the voltage applied to the third electrode ~~in the sustain period~~ is a pulse waveform, and

the change in [[the]] potential of the third electrode ~~during the sustain discharge~~ corresponds to a fall in the pulse waveform.

7. (Currently Amended) [[The]] A plasma display ~~panel~~ device, ~~of claim 1, wherein~~ comprising:

a panel unit having a first electrode, a second electrode, and a third electrode, the third electrode intersecting the first and second electrodes to define a discharge cell; and

a drive unit that drives the panel unit using a drive method having a write period and a sustain period, by applying, in the sustain period a voltage to the third electrode and a voltage to the first electrode and second electrode so as to generate a sustain discharge between the first and second electrodes in the sustain period, the drive unit changing potential of the third electrode ~~the change in the potential of the third electrode occurs~~ in a period equal to 80% of a time constant of the sustain discharge.

8. (Previously Presented) The plasma display panel device of claim 1, wherein

the first electrode and second electrode is provided on a first substrate, and

the third electrode is provided on a second substrate that is disposed facing the first substrate across a discharge space.

9. (Currently Amended) The plasma display panel device of claim 8, wherein

one of the first and second electrodes is a scan electrode, [[and]] the other electrode is a sustain electrode, and the third electrode is a data electrode.

10. (Currently Amended) The plasma display ~~panel~~ device of claim 1, wherein a waveform of the voltage applied to the first electrode and second electrode in the sustain period has a slope requiring a duration T to at least one of rise and fall.

11. (Original) The plasma display panel device of claim 10, wherein T is in a range having a width of ±20% with respect to a reference value in a range of 250 nsec to 800 nsec.

12. (Original) The plasma display panel device of claim 11, wherein the reference value of T is in a range of 250 nsec to 500 nsec.

13. (Currently Amended) The plasma display ~~panel~~ device of claim [[10]] 7, wherein

the voltage waveform applied to the first electrode and second electrode in the sustain period is a pulse waveform that alternates repeatedly between high and low potentials, the high periods being of equal duration to the low periods, and

the change in the potential of the third electrode occurs in a range of T - 0.15 μsec to T + 0.25 μsec after the voltage waveform applied to at least one of the first and second electrode begins to change.

14. (Previously Presented) The plasma display panel device of claim 13, wherein

the change in the potential of the third electrode from V1 to V2 occurs in a range of T - 0.05 μsec to T + 0.15 μsec after the voltage waveform applied to at least one of the first electrode and second electrode begins to change.

15. (Original) The plasma display panel device of claim 13, wherein the potential of the third electrode decreases from a potential V1 to a potential V2 in the range.

16. (Original) The plasma display panel device of claim 13, wherein the voltage waveform applied to the first electrode is out of phase with the voltage waveform applied to the second electrode by a half cycle.

17. (Currently Amended) The plasma display ~~panel~~ device of claim [[10]] 7, wherein

the voltage waveform applied to the first electrode and second electrode in the sustain period is a pulse waveform that alternates repeatedly between high and low potentials, the high periods being longer than the low periods, and

the change in the potential of the third electrode occurs in a range of T - 0.25 μsec to T + 0.25 μsec after the voltage waveform applied to at least one of the first electrode and second electrode begins to change.

18. (Previously Presented) The plasma display panel device of claim 17, wherein

the change in the potential of the third electrode from V1 to V2 occurs in a range of T - 0.15 μsec to T + 0.05 μsec after the voltage waveform applied to at least one of the first electrode and second electrode begins to change.

19. (Currently Amended) The plasma display ~~panel~~ device of claim 17, wherein the potential of the third electrode decreases from a potential V1 to a potential V2 in the range.

20. (Currently Amended) The plasma display ~~panel~~ device of claim 17, wherein the voltage waveform applied to the first electrode is out of phase with the voltage waveform applied to the second electrode by a half cycle.

21. (Currently Amended) The plasma display ~~panel~~ device of claim [[10]] 7, wherein

the voltage waveform applied to the first electrode and second electrode in the sustain period is a pulse waveform that alternates repeatedly between high and low potentials, the high periods being shorter than the low periods, and

the change in the potential of the third electrode occurs in a range of (i) T - 0.05 μsec to T + 0.35 μsec after the voltage waveform applied to at least one of the first and second electrode begins to rise, or (ii) T - 0.45 μsec to T - 0.05 μsec after the voltage waveform applied to at least one of the first and second electrode begins to fall.

22. (Previously Presented) The plasma display panel device of claim 21, wherein

the change in the potential of the third electrode from V1 to V2 occurs in a range of (i) T + 0.05 μsec to T + 0.25 μsec after the voltage waveform applied to at least one of the first and second electrode begins to rise, or (ii) T - 0.35 μsec to T - 0.15 μsec after the voltage waveform applied to at least one of the first electrode and second electrode begins to fall.

23. (Original) The plasma display panel device of claim 21, wherein the potential of the third electrode decreases from a potential V1 to a potential V2 in the range.

24. (Original) The plasma display panel device of claim 21, wherein the voltage waveform applied to the first electrode is out of phase with the voltage waveform applied to the second electrode by a half cycle.

25. (Currently Amended) A plasma display ~~panel~~ device, comprising:

a panel unit having a first electrode, a second electrode, and a third electrode, the third electrode intersecting the first and second electrode to define a discharge cell; and

a drive unit that drives the panel unit ~~using a drive method having a~~ with a write period and a sustain period, [[by]] and during the sustain period applies, ~~applying, in the sustain period, a voltage to the third electrode and a voltage to the~~ voltage of a predetermined duration to the first electrode, [[and]] second electrode and third electrode, so as to generate a sustain discharge between the first and second electrodes in the sustain period, and the drive unit changing potential of the third electrode within the duration of the voltage applied to the first electrode, by changing from V0 to V1 prior to the sustain discharge, and from V1 to V2 after the sustain discharge, the potentials V0, V1 and V2 being set so that V1 > V0 and V1 > V2, or V0 > V1 and V2 > V1.

26. (Currently Amended) The plasma display ~~panel~~ device of claim 25, wherein

the drive unit increases the potential of the third electrode from V0 to V1 prior to a first sustain discharge, sustains the potential V1, and decreases the potential of the third electrode from V1 to V2 after a second sustain discharge that is subsequent to the first sustain discharge.

27. (Currently Amended) The plasma display ~~panel~~ device of claim 25, wherein

the drive unit decreases the potential of the third electrode from V0 to V1 prior to a first sustain discharge, sustains the potential V1, and increases the potential of the third electrode from V1 to V2 after a second sustain discharge that is subsequent to the first sustain discharge.

28. (Currently Amended) The plasma display ~~panel~~ device of claim 25, wherein one of the ~~electrodes of the~~ first electrode and second electrode is a scan electrode, the other electrode is a sustain electrode, and the third electrode is a data electrode.

29. (Currently Amended) The plasma display ~~panel~~ device of claim 25, wherein a cycle of the voltage waveform applied to the third electrode in the sustain period is an integer multiple of a cycle of the voltage waveform applied to the first electrode and second electrode.

30. (Currently Amended) The plasma display ~~panel~~ device of claim 29, wherein one of the ~~electrodes in the~~ first electrode and second electrode is a scan electrode, the other electrode is a sustain electrode, and the third electrode is a data electrode.

31. (Currently Amended) The plasma display ~~panel~~ device of claim 25, wherein

[[a]] binding capacity of the first electrode with the third electrode is different from [[a]] binding capacity of the second electrode with the third electrode, and

the drive unit increases the potential of the third electrode when a potential of the first electrode or second electrode with the greater binding capacity is high.

32. (Currently Amended) The plasma display ~~panel~~ device of claim 31, wherein one of the ~~electrodes of the~~ first electrode and second electrode is a scan electrode, the other electrode is a sustain electrode, and the third electrode is a data electrode.

33. (Currently Amended) A plasma display ~~panel~~ device, comprising:

a panel unit having a first electrode, a second electrode, and a third electrode, the third electrode intersecting the first and second electrode to define a discharge cell; and

a drive unit that drives the panel unit using a drive method having a write period and a sustain period, by applying, in the sustain period, a voltage to the third electrode and a voltage to the first electrode and second electrode, so as to generate a sustain discharge between the first and second electrodes in the sustain period, the drive unit comprising :

a detection subunit operable to detect a ~~characteristic~~ brightness average of an image for display by the panel unit and temperature of the panel unit; and

a control subunit operable to perform a control in the sustain period to change [[a]] potential of the third electrode according to the detected ~~characteristic~~ brightness average and temperature.

34-35. (Cancelled)

36. (Currently Amended) The plasma display ~~panel~~ device of claim 33, wherein

a waveform of the voltage applied to the third electrode in the sustain period is a pulse waveform; and

the change in the potential of the third electrode during the sustain discharge corresponds to a fall in the pulse waveform.

37. (Currently Amended) The plasma display ~~panel~~ device of claim 33, wherein the voltage waveform applied to the third electrode in the sustain period is in synchronization with the voltage waveform applied to the first and second ~~electrode pair~~.

38. (Currently Amended) The plasma display ~~panel~~ device of claim 33, wherein the control by the control subunit is conducted at a fall time of the voltage waveform applied to the third electrode in the sustain period.

39. (Currently Amended) A plasma display ~~panel~~ device, comprising:

a panel unit having a first electrode, a second electrode, and a third electrode, the third electrode intersecting [[the]] the first and second electrodes to define a discharge cell; and

a drive unit that drives the panel unit ~~using a drive method having~~ with a write period and a sustain period, [[by]] and during the sustain period, applying~~, in the sustain period, a voltage to the third electrode and a voltage to the~~ voltage of predetermined duration to the first electrode, [[and]] second electrode and third electrode, so as to generate a sustain discharge between the first and second electrodes in the sustain period, and

in the sustain period, the drive unit ~~performs a control in which a~~ changes the potential of the third electrode ~~is changed during the sustain discharge,~~ within the duration of the voltage applied to the first electrode so as to hasten [[the]] generation of the sustain discharge in comparison to when the potential is not changed.

40. (Currently Amended) A plasma display ~~panel~~ device, comprising:

a panel unit having first a substrate and a second substrate that face each other across a discharge space, a first electrode and a second electrode being provided on the first substrate, and a phosphor layer and a third electrode that intersects the first electrode and second electrode to define a discharge cell, on the second substrate[[,]] ; and

a drive unit that drives the panel unit ~~using a drive method having~~ with a write period and a sustain period, [[by]] and during the sustain period applies ~~applying, in the sustain period, a voltage to the third electrode and a voltage to the~~ voltage of predetermined duration to the first, [[and]] second and third electrode, so as to generate a sustain discharge between the first and second electrodes in the sustain period, and in the sustain period, the drive unit ~~performs a control in which a~~ changes the potential of the third electrode ~~is changed during the sustain discharge,~~ within the duration of the voltage applied to the first electrode so as to shift a region in

which the sustain discharge is generated closer to the phosphor layer in comparison to when the potential is not changed.

41. (Currently Amended) A plasma display ~~panel~~ device, comprising:

a panel unit having a first electrode, a second electrode, and a third electrode, the third electrode intersecting [[the]] the first and second electrode to define a discharge cell; and

a drive unit that drives the panel unit ~~using a drive method having~~ with a write period and a sustain period, [[by]] and during the sustain period applies ~~applying, in the sustain period, a voltage to the third electrode and a voltage to the~~ voltage signals of predetermined duration to the first, [[and]] second and third electrode, so as to generate a sustain discharge between the first and second electrodes in the sustain period, and in the sustain period, the drive unit ~~performs a control in which a~~ changes the potential of the third electrode ~~is changed during the sustain discharge,~~ within the duration of the voltage applied to the first electrode so as to shift a discharge path of the sustain discharge closer to the third electrode in comparison to when the potential is not changed.

42. (Currently Amended) A plasma display ~~panel~~ device, comprising:

a panel unit having a first electrode a second electrode, and a third electrode, the third electrode intersecting the first and second electrodes to define a discharge cell; and

a drive unit that drives the panel unit ~~using a drive method having~~ with a write period and a sustain period, [[by]] and during the sustain period applies ~~applying, in the sustain period, a voltage to the third electrode and a voltage to the~~ voltage of predetermined duration to the first electrode, [[and]] second electrode and third electrode, so as to generate a sustain discharge between the first and second electrodes in the sustain period, and in the sustain period,

the drive unit ~~performs a control in which a~~ changes the potential of the third electrode ~~is changed during the sustain discharge,~~ within the duration of the voltage applied to the first electrode so as to lengthen a discharge path of the sustain discharge in comparison to when the potential is not changed.

43. (Currently Amended) A ~~drive~~ method for driving a plasma display ~~panel~~ device that includes (i) a panel unit having a first electrode, a second electrode, and a third electrode, the third electrode intersecting [[the]] the first and second electrode to define a discharge cell, and (ii) a drive unit that drives the panel unit using the ~~drive method,~~ steps of the method:

~~which has~~ applying a write [[step]] voltage and a sustain ~~step, by applying, in the sustain step, a voltage to the third electrode and a voltage to the first electrode and second electrode, so as to generate a sustain discharge between the first and second electrodes,~~ voltage of predetermined duration to the first and second electrodes; and

~~in the sustain step, the drive unit changes a~~ changing potential of the voltage applied to the third electrode during ~~the sustain discharge~~ duration of the voltage applied to the first electrode.

44. (Currently Amended) The drive method of claim 43, wherein the change in the potential of the third electrode ~~during the sustain discharge~~ is a decrease from a potential V1 to a potential V2.

45. (Currently Amended) The drive method of claim 44, wherein ~~in the sustain step,~~ the drive unit increases the potential of the third electrode from a potential V0 to the potential V1.

46. (Original) The drive method of claim 45, wherein the potentials V0 and V2 are equal.

47. (Original) The drive method of claim 45, wherein the potentials V0 and V2 are set in a range that will not cause a discharge to occur between the third electrode and the first or second electrode.

48. (Currently Amended) The drive method of claim 43, wherein a waveform of the voltage applied to the third electrode ~~in the sustain step~~ is a pulse waveform, and the change in the potential of the third electrode ~~during the sustain discharge~~ corresponds to a fall in the pulse waveform.

49. (Currently Amended) [[The]] A drive method ~~of claim 43, wherein~~ for a plasma display device having a panel with a first, second and third electrode, the third electrode intersecting the first and second electrodes to define a discharge cell, the steps of the method comprising:

applying a write voltage and a sustain voltage to respective first and second electrodes so as to generate a sustain discharge between the first and second electrodes; and

during the sustain discharge, changing ~~the change in the~~ potential of the voltage applied to the third electrode ~~occurs~~ in a period equal to 80% of a time constant of the sustain discharge.

50. (Currently Amended) The drive method of claim [[43]] 49, wherein

a waveform of the voltage applied to the ~~electrode pair in the sustain step~~ first and second electrode has a slope requiring a duration T to at least one of rise and fall.

51. (Original) The drive method of claim 50, wherein T is in a range having a width of ±20% with respect to a reference value in a range of 250 nsec to 800 nsec.

52. (Original) The drive method of claim 51, wherein the reference value of T is in a range of 250 nsec to 500 nsec.

53. (Currently Amended) The drive method of claim 50, wherein

the voltage waveform applied to the first electrode and second electrode ~~in the sustain step~~ is a pulse waveform that alternates repeatedly between high and low potentials, the high periods being of equal duration to the low periods, and

the change in the potential of the third electrode occurs in a range of T - 0.15 μsec to T + 0.25 μsec after the voltage waveform applied to at least one of the first and second electrodes begins to change.

54. (Original) The drive method of claim 53, wherein the change in the potential of the third electrode from V1 to V2 occurs in a range of T - 0.05 μsec to T + 0.15 μsec after the voltage waveform applied to at least one of the first and second electrode begins to change.

55. (Original) The drive method of claim 53, wherein the potential of the third electrode decreases from a potential V1 to a potential V2 in the range.

56. (Original) The drive method of claim 53, wherein the voltage waveform applied to the first electrode is out of phase with the voltage waveform applied to the second electrode by a half cycle.

57. (Currently Amended) The drive method of claim 50, wherein

the voltage waveform applied to the first electrode and second electrode ~~in the sustain step~~ is a pulse waveform that alternates repeatedly between high and low potentials, the high periods being longer than the low periods, and

the change in the potential of the third electrode occurs in a range of T - 0.25 μsec to T + 0.25 μsec after the voltage waveform applied to at least one of the first and second electrodes begins to change.

58. (Previously Presented) The drive method of claim 57, wherein

the change in the potential of the third electrode from V1 to V2 occurs in a range of T - 0.15 μsec to T + 0.05 μsec after the voltage waveform applied to at least one of the first and second electrodes begins to change.

59. (Original) The drive method of claim 57, wherein the potential of the third electrode decreases from a potential V1 to a potential V2 in the range.

60. (Original) The drive method of claim 57, wherein the voltage waveform applied to the first electrode is out of phase with the voltage waveform applied to the second electrode by a half cycle.

61. (Currently Amended) The drive method of claim 50, wherein

the voltage waveform applied to the first electrode and second electrode ~~in the sustain step~~ is a pulse waveform that alternates repeatedly between high and low potentials, the high periods being shorter than the low periods, and the change in the potential of the third electrode occurs in a range of (i) T - 0.05 μsec to T + 0.35 μsec after the voltage waveform applied to at least one of the first and second electrodes begins to rise, or (ii) T - 0.45 μsec to T -

0.05 μsec after the voltage waveform applied to at least one of the first and second electrodes begins to fall.

62. (Previously Presented) The drive method of claim 61, wherein the change in the potential of the third electrode from V1 to V2 occurs in a range of (i) T + 0.05 μsec to T + 0.25 μsec after the voltage waveform applied to at least one of the first and second electrodes begins to rise, or (ii) T - 0.35 μsec to T - 0.15 μsec after the voltage waveform applied to at least one of the first and second electrodes begins to fall.

63. (Original) The drive method of claim 61, wherein the potential of the third electrode decreases from a potential V1 to a potential V2 in the range.

64. (Original) The drive method of claim 61, wherein the voltage waveform applied to the first electrode is out of phase with the voltage waveform applied to the second electrode by a half cycle.

65. (Currently Amended) A drive method for a plasma display ~~panel~~ device ~~that includes (i)~~ having a panel ~~unit having~~ with a first electrode, a second electrode, and a third electrode, the third electrode intersecting the first electrode and second electrode to define a discharge cell, ~~and (ii) a drive unit that drives the panel unit using the drive method, which has a write step and a sustain step, by~~ the steps of the method comprising:

applying~~, in the sustain step,~~ a write voltage and a sustain voltage to the ~~third electrode and a voltage to the~~ respective first electrode and second electrode, so as to generate a sustain discharge between the first and second electrodes~~, wherein~~ and

[[in]] during the sustain ~~step, the drive unit changes a~~ discharge, changing potential of the voltage applied to the third electrode within the duration of the voltage applied to the first electrode, by changing from V0 to V1 prior to the sustain discharge, and from V1 to V2 after the sustain discharge, and the potentials V0, V1 and V2 are set so that V1 > V0 and V1 > V2, or V0 > V1 and V2 > V1.

66. (Currently Amended) The drive method of claim 65, wherein ~~in the sustain step, the drive unit increases~~ the potential of the third electrode is increased from V0 to V1 prior to a first sustain discharge, ~~sustains~~ the potential V1 sustained, and ~~decreases~~ the potential of the third electrode is decreased from V1 to V2 after a second sustain discharge that is subsequent to the first sustain discharge.

67. (Currently Amended) The drive method of claim 66, wherein ~~in the sustain step, the drive unit decreases~~ the potential of the third electrode is decreased from V0 to V1 prior to a first sustain discharge, ~~sustains~~ the potential V1 sustained, and ~~increases~~ the potential of the third electrode is increased from V1 to V2 after a second sustain discharge that is subsequent to the first sustain discharge.

68. (Currently Amended) The drive method of claim 65, wherein a cycle of the voltage waveform applied to the third electrode ~~in the sustain step~~ is an integer multiple of a cycle of the voltage waveform applied to the first and second electrode [[pair]].

69. (Currently Amended) The drive method of claim 65, wherein [[a]] binding capacity of the first electrode with the third electrode is different from [[a]] binding capacity of the second electrode with the third electrode, and ~~the drive unit increases~~ the potential of the

third electrode is increased when [[a]] potential of the first electrode and the second electrode with the greater binding capacity is high.

70. (Currently Amended) A drive method for a plasma display ~~panel~~ device ~~that includes (i)~~ having a panel unit ~~having~~ a first electrode, a second electrode, and a third electrode, the third electrode intersecting the first electrode and second electrode to define a discharge cell, ~~and (ii) a drive unit that drives the panel unit using the drive method, which has a write step and a sustain step,~~ the ~~drive~~ steps of the method comprising:

applying~~, in the sustain step,~~ a voltage to the third electrode and a voltage to the first electrode and second electrode, so as to generate a sustain discharge between the first and second electrodes;

detecting ~~a characteristic of an~~ brightness voltage of the image to be displayed by the panel unit and the temperature of the panel unit; and

changing [[a]] potential of the third electrode according to the detected ~~characteristic during the sustain step~~ brightness average and temperature.

71-72. (Cancelled)

73. (Currently Amended) The drive method of claim 70, wherein

a waveform of the voltage applied to the third electrode ~~in the sustain step~~ is a pulse waveform; and

the change in the potential of the third electrode ~~during the sustain discharge~~ corresponds to a fall in the pulse waveform.

74. (Currently Amended) The drive method of claim 70, wherein the voltage waveform applied to the third electrode ~~in the sustain step~~ is in synchronization with the voltage waveform applied to the first electrode [[pair]] and second electrode .

75. (Currently Amended) The drive method of claim 70, wherein ~~in the sustain step, the control by the drive unit is conducted~~ the potential of the third electrode is changed at a fall time of the voltage waveform applied to the third electrode.

76. (Currently Amended) A drive method for a plasma display ~~panel~~ device ~~that includes (i)~~ having a panel unit ~~having~~ with a first electrode, a second electrode, and a third electrode, the third electrode intersecting the first and second electrode to define a discharge cell, ~~and (ii) a drive unit that drives the panel unit using a drive method, which has a write step and a sustain step,~~ the ~~drive~~ steps of the method comprising:

applying~~, in the sustain step,~~ a voltage to the third electrode and a voltage of predetermined duration to the first and second electrode ~~pair,~~ so as to generate a sustain discharge between the first and second electrodes; and

changing [[a]] potential of the voltage applied to the third electrode during the ~~sustain discharge,~~ duration of the voltage applied to the first electrode so as to hasten the generation of the sustain discharge in comparison to when the potential is not changed.

77. (Currently Amended) A drive method for a plasma display ~~panel~~ device ~~that includes (i)~~ having a panel unit ~~having~~ with a first electrode, a second electrode, and a third electrode, the third electrode intersecting the first and second electrodes to define a discharge cell, and a phosphor layer disposed over the third electrode, ~~and (ii) a drive unit that drives the~~

~~panel unit using the drive method, which has a write step and a sustain step,~~ the steps of the ~~drive~~ method comprising:

applying~~, in the sustain step,~~ a voltage to the third electrode and a voltage of predetermined duration to the first electrode and the second electrode, so as to generate a sustain discharge between the first and second electrodes ; and

changing [[a]] potential of the voltage applied to the third electrode during the ~~sustain discharge,~~ duration of the voltage applied to the first electrode so as to shift a region in which the sustain discharge is generated closer to the phosphor layer in comparison to when the potential is not changed.

78. (Currently Amended) A drive method for a plasma display ~~panel~~ device ~~that includes (i)~~ having a panel unit ~~having~~ with a first electrode, a second electrode and a third electrode, the third electrode intersecting the first and second electrode to define a discharge cell~~, and (ii) a drive unit that drives the panel unit using the drive method, which has a write step and a sustain step,~~ the ~~drive~~ steps of the method comprising:

applying~~, in the sustain step,~~ a voltage to the third electrode and a voltage of predetermined duration to the first and second electrode, so as to generate a sustain discharge between the first and second electrodes; and

changing [[a]] potential of the voltage applied to the third electrode during the ~~sustain discharge,~~ duration of the voltage applied to the first electrode so as to shift a discharge path of the sustain discharge closer to the third electrode in comparison to when the potential is not changed.

79. (Currently Amended) A drive method for a plasma display ~~panel~~ device ~~that includes (i)~~ having a panel unit ~~having~~ with a first electrode, a second electrode, and a third electrode, the third electrode intersecting the first and second electrode to define a discharge cell~~, and (ii) a drive unit that drives the panel unit using the drive method, which has a write step and a sustain step,~~ the ~~drive~~ steps of the method comprising:

applying~~, in the sustain step,~~ a voltage to the third electrode and a voltage of predetermined duration to [[the]] the first and second electrode, so as to generate a sustain discharge between the first and second electrodes; and

changing potential of the voltage applied to the third electrode during the ~~sustain discharge,~~ duration of the voltage applied to the first electrode so as to lengthen a discharge path of the sustain discharge in comparison to when the potential is not changed.